



# FBLA Business Plan

## Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Executive Summary •Convinces reader that business concept is sound and has a reasonable chance of success •Is concise and effectively written	0	1–7	8–14	15–20	
Company Profile •Legal form of business •Effective date of business •Company mission statement/vision •Company governance •Company location(s) •Immediate development goals •Overview of company's financial status	0	1–5	6–10	11–15	
Industry Analysis •Description of industry (size, growth rates, nature of competition, history) •Trends and strategic opportunities within industry	0	1–5	6–10	11–15	
Target Market •Target market defined (size, growth potential, needs) •Effective analysis of market's potential, current patterns, and sensitivities	0	1–5	6–10	11–15	
Competition •Key competitors identified •Effective analysis of competitors' strengths and weaknesses •Potential future competitors •Barriers to entry for new competitors identified	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy •Key message to be communicated identified •Options for message delivery identified and analyzed including Web process •Sales procedures and methods defined	0	1–5	6–10	11–15	
Operations •Business facilities described •Production plan defined and analyzed •Workforce plan defined and analyzed •Impact of technology	0	1–5	6–10	11–15	
Management and Organization •Key employees/principals identified and described •Board of directors, advisory committee, consultants, and other human resources identified and described •Plan for identifying, recruiting, and securing key participants described •Compensation and incentives plan	0	1–5	6–10	11–15	



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## Report Rating Sheet *(Continued)*

Long-term Development •Goals for three-, five- or more years are identified and documented •Risks and potential adverse results identified and analyzed •Strategy in place to take business toward long-term goals	0	1–5	6–10	11–15	
Financials •Type of accounting system to be used is identified •Financial projections are included and reasonable •1 <sup>st</sup> year monthly cash flow •1 <sup>st</sup> year monthly income statement •Yearly income statements for years 1, 3 & 5 •Financial assumptions clearly identified	0	1–7	8–14	15– 20	
Supporting Documents (Appendix) •May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1–5	6–10	11–15	
<b>Report Format</b>					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional written presentation appropriate to audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
<b>Subtotal</b>					<b>/200 max.</b>
<b>Penalty Points</b> Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
<b>Total Points</b>					<b>/200 max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments:



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## Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of business concept and company profile	0	1–2	3–4	5	
Marketing aspects of business are thoroughly covered	0	1–5	6–10	11–15	
Description of operations and management plans	0	1–3	4–7	8–10	
Financial documents and projections are reasonable easy to understand	0	1–7	8–14	15–20	
Risks are anticipated, analyzed and planned for	0	1–3	4–7	8–10	
Long-term goals are identified and reasonable	0	1–3	4–7	8–10	
<b>Delivery</b>					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions regarding business start-up logistics	0	1–3	4–7	8–10	
<b>Subtotal</b>	<b>/100 max.</b>				
<b>Time Penalty</b> Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed. _____					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines. _____					
<b>Total Points</b>	<b>/100 max.</b>				
<b>Report Score</b>	<b>/200 max.</b>				
<b>Final Score</b> (add total points and report score)	<b>/300 max.</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments: